

### **GSA Federal Acquisition Training Symposium**

April 25 – 26, 2017 Huntsville, AL

Learn > Discuss > Connect

Interact

# What is the Acquisition Gateway?

Andrea Azarcon Heller Director of Stakeholder Management Division FAS, GSA

April 25-26, 2017

## Agenda

- Category Management
  - The business challenge
  - Acquisition lifecycle and personas
- The solution: Acquisition Gateway
  - A walk through the data and tools
  - A growing successful community
  - Accessing the Gateway



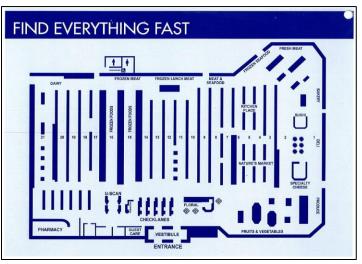


### What is Category Management?

"...a retailing and purchasing concept in which the range of products purchased by a business organization or sold by a retailer is broken down into discrete groups of similar or related products; these groups are known as product categories."

"It is a systematic, disciplined approach to managing a product category as a strategic business unit."







# Category Management Overview Category Management Approach

Category management is a purchasing approach that the Federal Government is applying to buy smarter and more like a single enterprise.

#### It involves:

- Identifying core categories of products and services, and managing them accordingly
- Cultivating and maximizing expertise to inform and enhance a customer's buying experience
- Developing purchasing strategies so that customers find the best value for the items they need

Category management enables us to eliminate redundancies, increase efficiency, and deliver more value and savings from the government's acquisition programs.





# The business challenge and market:

### a primer of facts and numbers for Federal acquisitions

- Very complex, limited spend under management
- Over 3,300 different possible contract vehicles to chose from
- Complex regulations and process = F.A.R. (Federal Acquisition Regulations)
- Over 270 billion in common goods spend is on the table!



- 41k Contract Officers/Specialists + 114k Program Managers/Analysts
- Difficult to make smart buying decisions for maximum savings
- Lack of data and tools for federal acquisitions professionals
- Challenging to see beyond your agency...



### **Acquisition Gateway Overview**

The Acquisition Gateway is the **acquisition professional's online resource center** that aims to improve and sustain Federal agency performance by empowering agency executives, managers, and employees with access to acquisition information, data, and tools.

The Gateway envisions driving smarter acquisition by simplifying, accelerating, and improving how the Federal government selects and buys products and services.

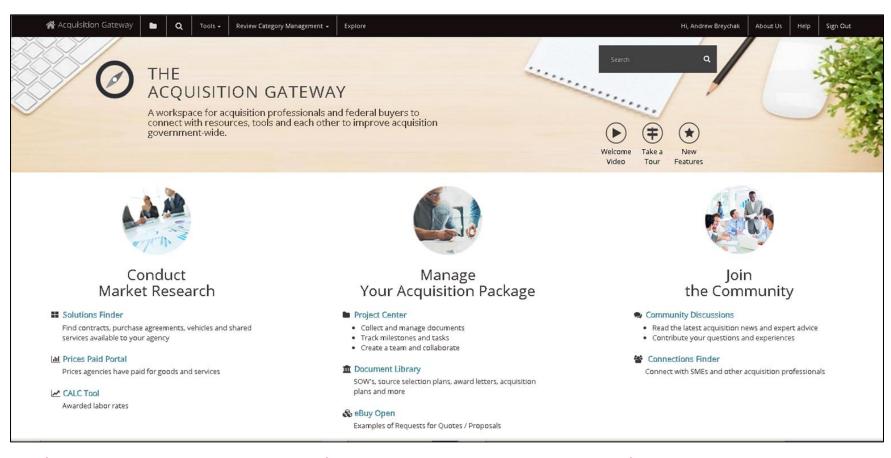
The Gateway enables good category management that supports the Federal acquisition community through every step of the acquisition lifecycle.



The output of good category management is found on the Acquisition Gateway



# Acquisition Gateway - hallways.cap.gsa.gov



- Solutions Finder,
  Prices Paid Portal,
  CALC Tool
- Project Center,
  Document Library,
  eBuy Open

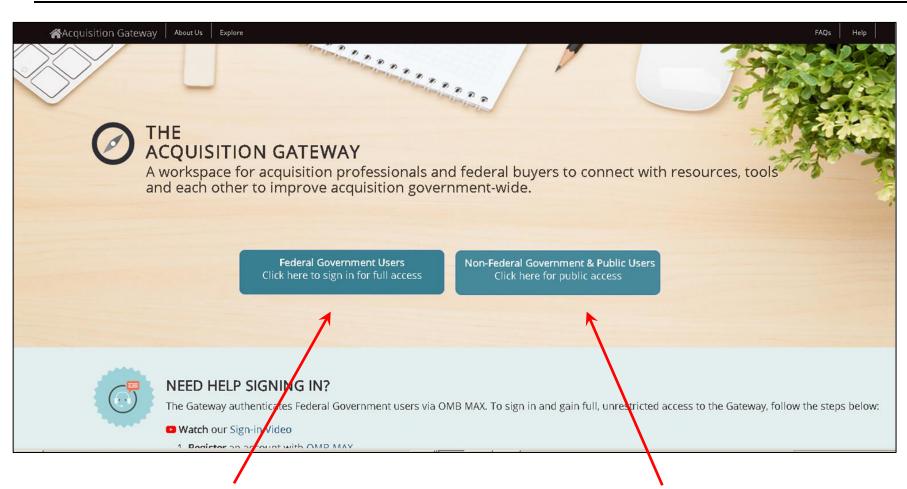
Community
Discussion,
Connections Finder



# **Acquisition Gateway Demonstration**



### Access the Acquisition Gateway = 2 choices



Federal Government employees with PIV/CAC cards and a PIV card reader

Non-PIV card holders, contractors, and the General Public



### Access the Acquisition Gateway = 2 choices

Federal Government employees with PIV/CAC cards and a PIV card reader.

You will need your PIV card and an OMB Max account

- Go to <a href="https://hallways.cap.gsa.gov">https://hallways.cap.gsa.gov</a>
- Click the **Federal Employees Sign-in** button
- Enter your PIN when prompted

### No restrictions:

- Full access to all tools and data

Non-PIV card holders, contractors, and the General Public

No PIV card needed... open to everyone!

- Go to <a href="https://hallways.cap.gsa.gov">https://hallways.cap.gsa.gov</a>
- Click the Non-Federal
  Employees and Public Signin button

#### Key restrictions:

- 1) No eBuy Open
- 2) No Prices Paid Portal
- 3) No Community
- 4) Very limited access to all content (solutions, articles, tools, templates)



### Acquisition Gateway - hallways.cap.gsa.gov





Forecast of Contracting Opportunities

#### ADDITIONAL RESOURCES **Forecast of Contract Opportunities** Green Procurement Compilation TechFAR Hub GPC is a comprehensive green purchasing resource designed for federal The TechFAR Hub provides resources to apply industry best practices to the Offers forecasted contracting data by agency, contract award status, contracting personnel and program managers. It consolidates and organizes world of digital service acquisition across the federal government. location, NAICs and Contract Value to assist Small Businesses in locating information from federal environmental programs in one place, saving you prospective business opportunities. from visiting multiple websites. **BROWSE THE LATEST ACTIVITY** FIND RESOURCES BY ACQUISITION PHASE ENTITLEMENT COUNSELING SERVICES Thursday, February 23, 2017 Planning How entitlement counseling is used in the Federal Government workspace Requirements Travel Best-In-Class (BIC) Thursday, February 23, 2017 Solicitation Travel Best-In-Class (BIC) Award Green Procurement Compilation Administration Thursday, February 23, 2017 Guidance Wednesday, February 22, 2017



Search by acquisition phase



### A walk through the data and tools...



**Conduct Market Research:** 

Solutions Finder, Prices Paid Portal, and CALC Tool (Contract Awarded Labor Category)

Manage your Acquisition Package: **Project Center, Document Library, eBuy Open** 





Join the Community:

**Community Discussions, Community Finder** 

Discover Guidance by Category
The ten hallways















Additional Resources:

Green Procurement Compilation, TechFAR HUB, and Forecast of Contracting



# A case study: Janet C Officer

#### What's in it for me (WIIFM)?

- A place to organize and save your acquisition
- A place for market research, pricing information, and requirements development
- A place to connect with other acquisition professionals



#### Profile:

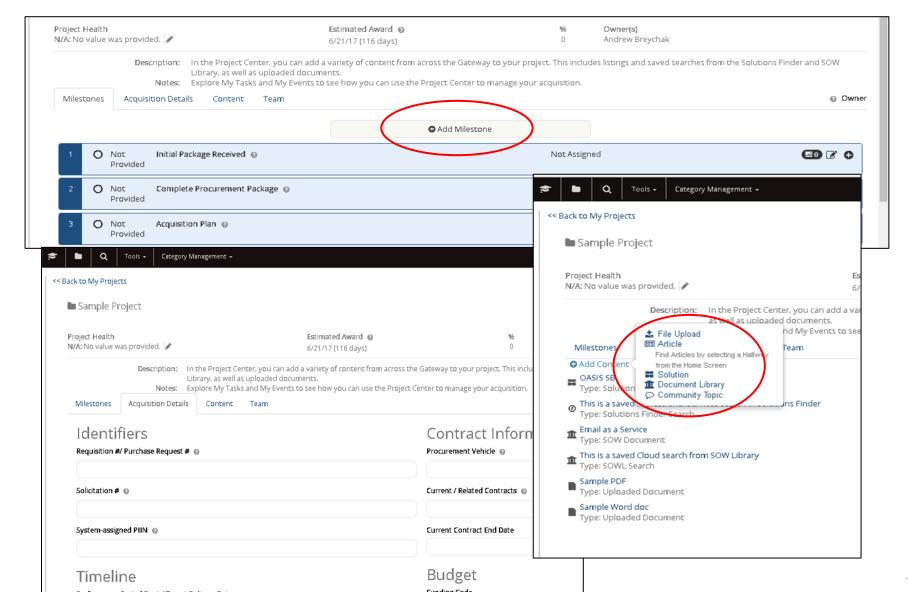
- Contract Supervisor, NASA
- Usually works on Professional Services
- Cares a lot about doing it right

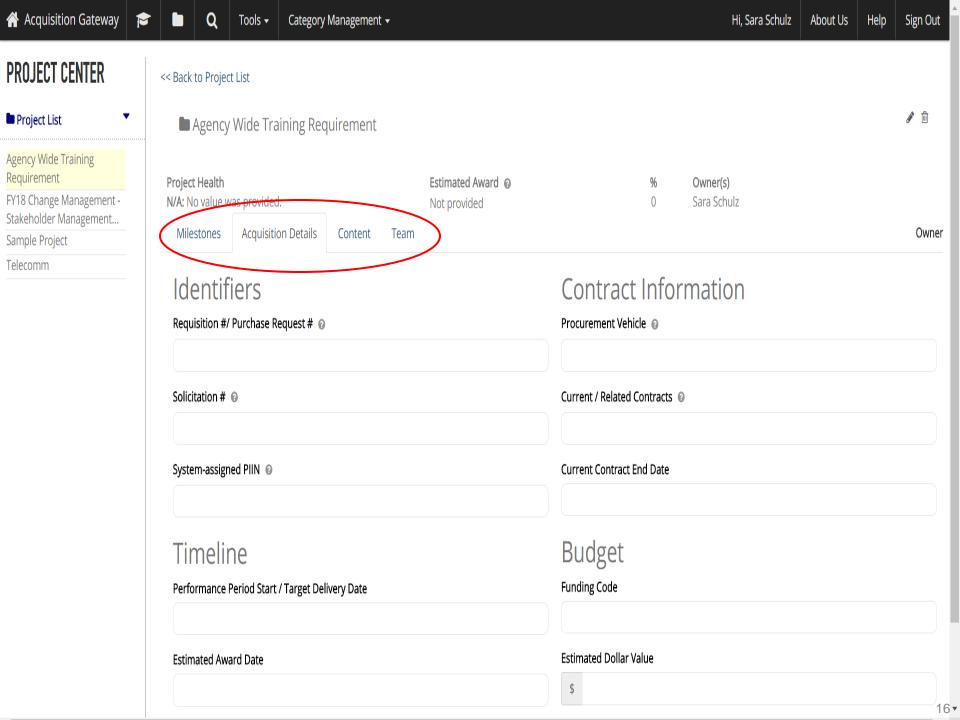
#### Challenge:

- Current contract expires in 2016 for training agency wide
- Needs a new contract for the same requirement by the end of the fiscal year (Sept. 30, 2016)
- Unsatisfied with the performance of Company XYZ and the overall acquisition vehicle
- Wants to try something new for the 2016 re-compete



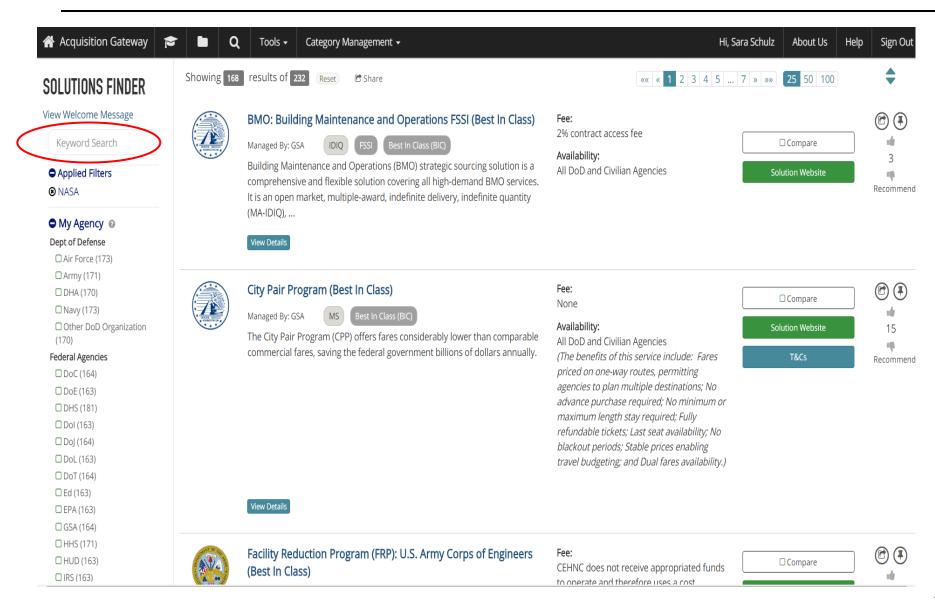
# Manage your Acquisition Package: **Project Center**

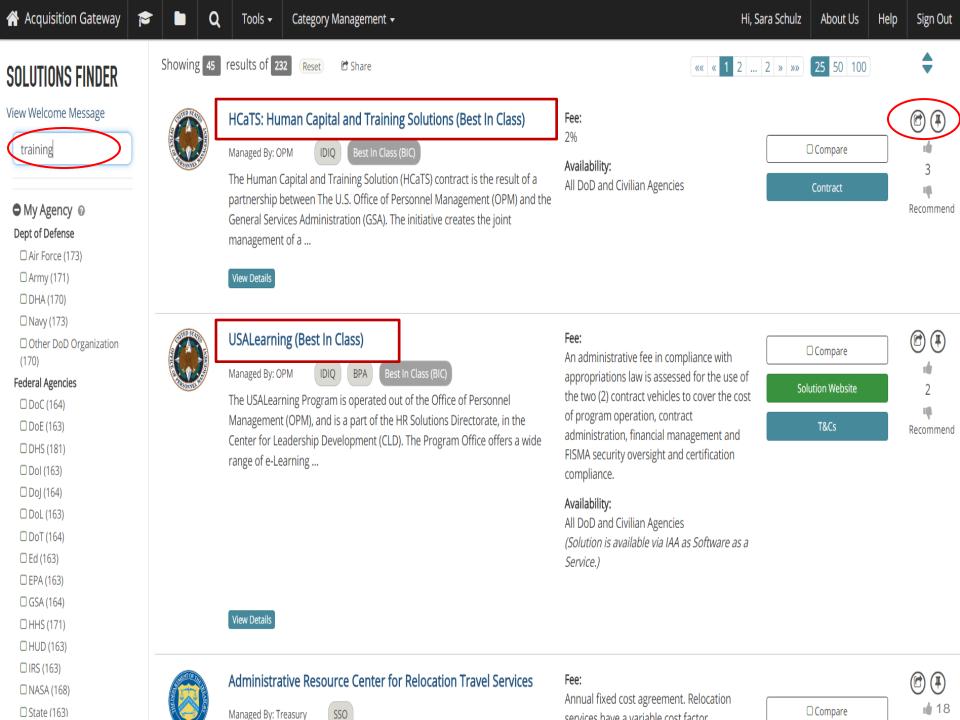






# Conduct Market Research: **Solutions Finder**





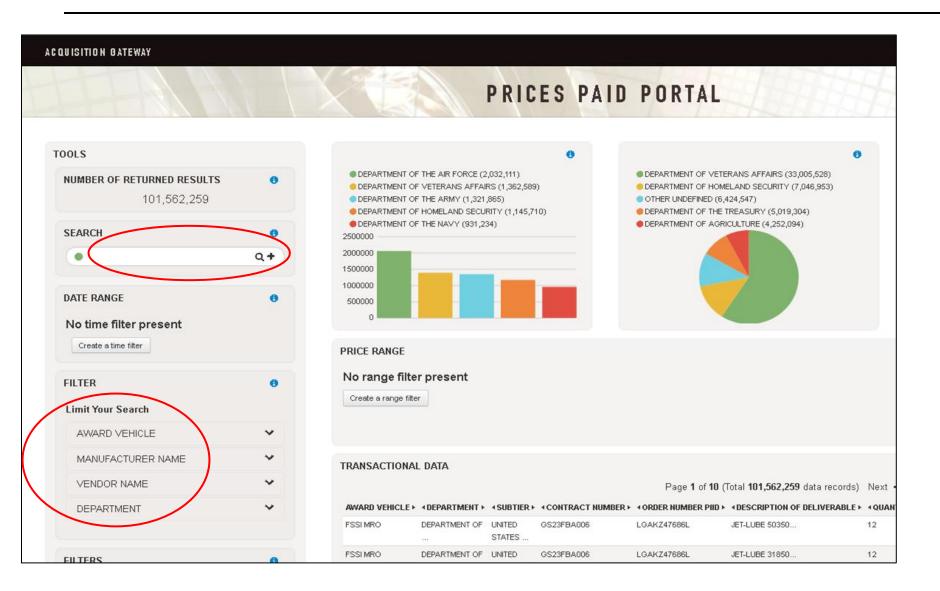


# Conduct Market Research: **Solutions Finder**

🔏 Acquisition Gateway 🏻 📂 🕒	Q Tools - Category Management -			
Solutions Finder - Comp	pare & Share			
Solution Name	Alliant	BMO: Building Maintenance and Operations FSSI	CDC Information Management Service	
Managed By Agency	General Services Administration	General Services Administration	Health and Human Services	
<b>Description</b> More ▼	If you are in need of an Integrated IT solution contract vehicle, GSA's Alliant GWAC is for you. Alliant's innovative contract scope maintains an "Anything IT Anywhere" philosophy on a	Alliant GWAC is for you. strategic sourcing solution is a comprehensive and flexible solution covering all high-demand		
Solution Type	Government-wide Acquisition Contracts	Indefinite Delivery Indefinite Quantity, Federal Strategic Sourcing Initiative	Indefinite Delivery Indefinite Quantity	
Fee Info	0.75% (Capped at \$150k per year per order over \$20M for agency orders and \$100K per year per order over \$13.3M when agency use GSA's Assisted Acquisition Service)	2% contract access fee	N/A	
Expiration Date	4/2009 to 4/2014, with one five-year option from 4/2014 to 4/30/19. Task Order performance can be performed up to 4/30/24.	Base contracts: March 30, 2021, Option period: March 30, 2026	Final option year expires September 2	
Point of contact	Customer Support Center: ITCSC@gsa.gov; 855- 482-4348  Schmitt - 858-243-7998; jason.schmitt@gsa.gov	fssi.bmo@gsa.gov	Contracting Officer Name: vivian Hubl Phone: (770)488-2647 br> Email: vdh6@cdc.gov br> Contracting O 	
Solution availability More ▼	All DoD and Civilian Agencies	All DoD and Civilian Agencies	HHS Available HHS wide, but only with an I	
Mandatory Use Info	N/A			



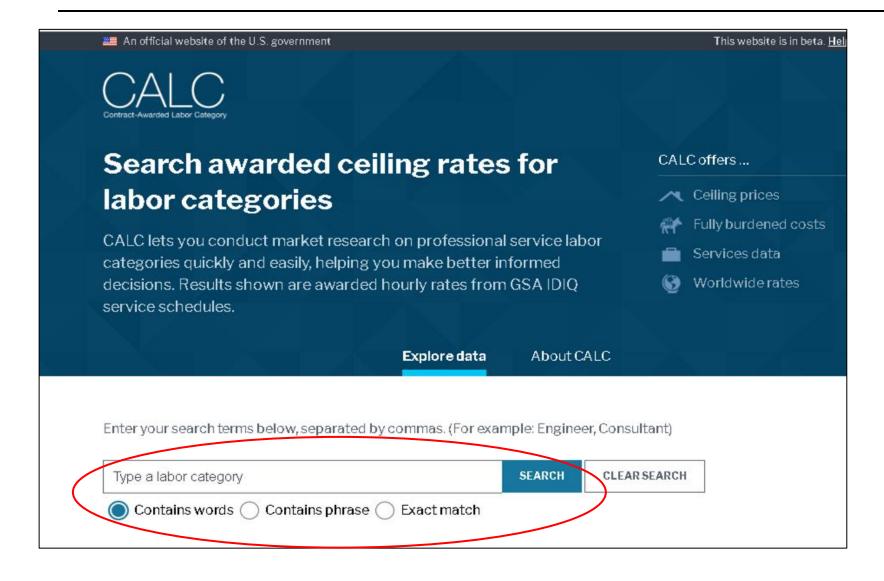
# Conduct Market Research: **Prices Paid Portal**





### **Conduct Market Research:**

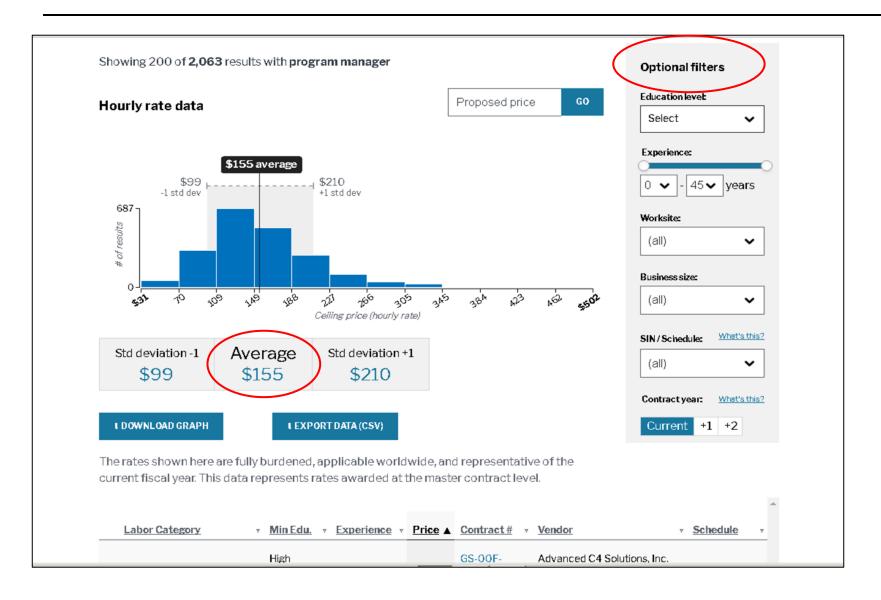
### **CALC Tool (Contract Awarded Labor Category)**





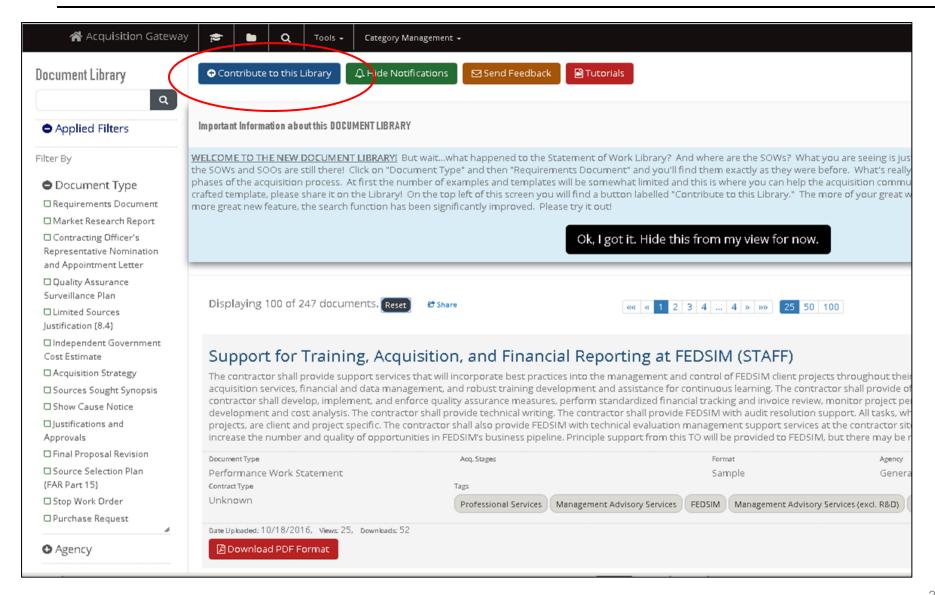
### Conduct Market Research:

### **CALC Tool (Contract Awarded Labor Category)**



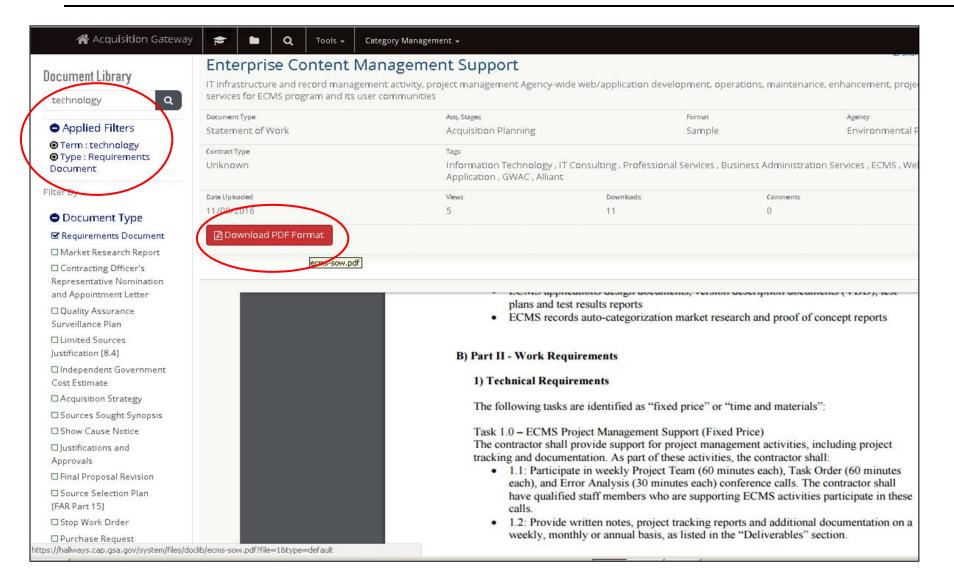


# Manage your Acquisition Package: **Document Library**



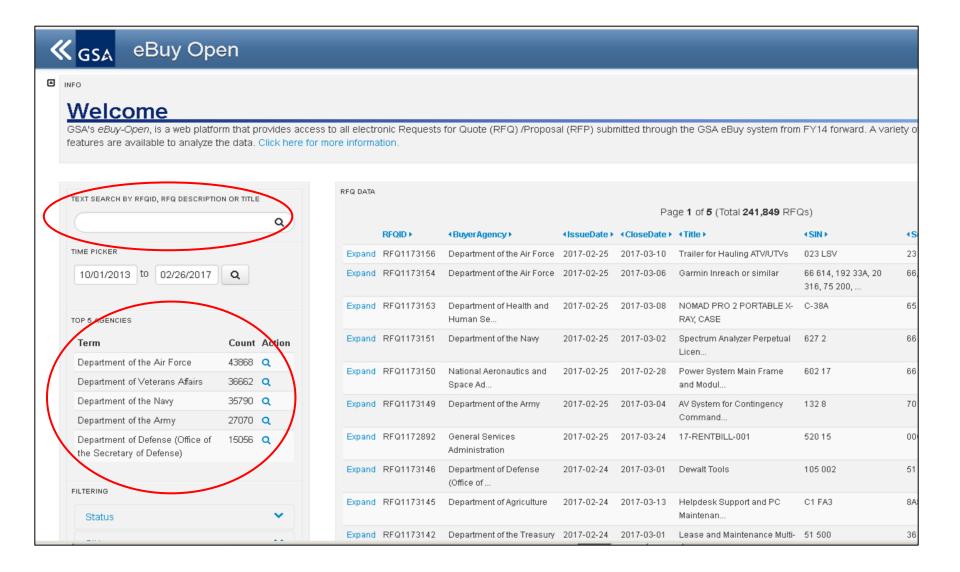


# Manage your Acquisition Package: **Document Library**





# Manage your Acquisition Package: **eBuy Open**





### Manage your Acquisition Package: eBuy Open

Field	Action	Value				
Attachment1	iži	https://www.ebuy.gsa.gov/ebuyopen/banana/download/ebuy_upload/201702/RFQ1173145/KPdfrgt6/AG-7245-S-11				
Attachment2	iži	https://www.ebuy.gsa.gow/ebuyopen/banana/download/ebuy_upload/201702/RFQ1173145/KPdfrqt6/Appendices.do				
AttachmentCount	iiiQ⊘	2				
BuyerAgency	⊞Q⊘	Department of Agriculture				
BuyerEmail	iiiQØ	chantrell.nettles@nfc.usda.gov				
3uyerName	⊞Q⊘	CHANTRELL NETTLES				
CloseDate	iiiQØ	2017-03-13	1. Performance Work Statement			
Description	iži	The United States Department of Agriculture(USI requirements specified in the attached Performa The period of performance is: Base Period: 4/1/2 Period 03: 4/1/2020 - 3/31/2021; Option Period 0 am (EST). Contract Specialist: Chantrell Nettles,	The United States Department of Agriculture (US (OCFO), National Finance Center (NFC) is seeki for a wide-range of information technology servic OCFO staff (Government and Contractor) regard model solution that provides a reasonable balance costs, based on industry best practices. The Cont the operational strength and performance of the C			
IssueDate	iiiQØ	2017-02-24	it relates to Desktop Support and PC Maintenand performance-based standards wherever possible			
RFQID	iži	RFQ1173145	The OCFO DSPCM is part of OCFO's comprehe			
BIN	iži	C1 FA3	its IT infrastructure services for better effectivene is pursuing a Contract/Task Order (referenced as			
BINName	iži	Computer Facilities Management Services	replace current DSPCM. The DSPCM operates u OSB provides operations support, hardware and s			
Schedule	iži	8ASTARS2	service desk operations and security of the DSPC Federal and contractor personnel currently operat			
ScheduleName	iži	8(a) Streamlined Technology Acquisition Resour	is responsible for performing Level I, II, and III I Support Services.			
Status	⊞Q⊘	Active	The Contractor shall interact with other functional			
Title	iži	Helpdesk Support and PC Maintenance	Contractors regarding the resolution of issues and supporting this requirement.			

#### 1. Performance Work Statement (PWS) Overview

The United States Department of Agriculture (USDA) Office of the Chief Financial Officer (OCFO), National Finance Center (NFC) is seeking to obtain Contractor support for OCFO users for a wide-range of information technology services. While the goal is for equivalent service for OCFO staff (Government and Contractor) regardless of location, the Contractor should propose a model solution that provides a reasonable balance between level of support and other associated costs, based on industry best practices. The Contractor shall have considerable responsibility for the operational strength and performance of the OCFO Information Technology (IT) portfolio as it relates to Desktop Support and PC Maintenance (DSPCM). The Government intends to apply performance-based standards wherever possible for work performed under this task order.

008%20-%20SF%201449.pdf

The OCFO DSPCM is part of OCFO's comprehensive initiative to continue the consolidation of its IT infrastructure services for better effectiveness, efficiency, and management control. OCFO is pursuing a Contract/Task Order (referenced as a Task Order (TO) from this point forward) to replace current DSPCM. The DSPCM operates under the Office Services Branch (OSB), the OSB provides operations support, hardware and software maintenance, systems administration, service desk operations and security of the DSPCM infrastructure. The OSB is comprised of Federal and contractor personnel currently operating in a 7x24x365/366 environment. The OSB is responsible for performing Level I, II, and III Information Technology Management and Support Services.

The Contractor shall interact with other functional areas within OCFO and Third Party Contractors regarding the resolution of issues and/or provision of these services in the course of supporting this requirement.

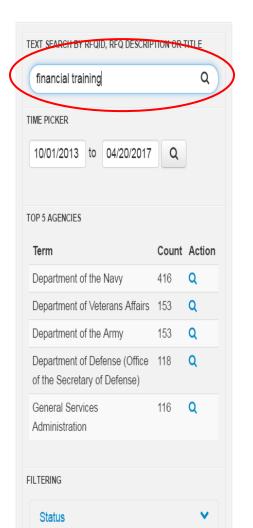
#### 1.1. Place of Performance

OCFO's primary Business Operations Center (BOC) is located in New Orleans, Louisiana (LA). Additional facilities are maintained at the Primary Computing Facility (PCF) in Denver, Colorado (CO), the Backup Computing Facility (BCF) in Saint Louis, Missouri (MO), and an Alternate Work Site (AWS) in Bossier City, LA. The OCFO also has a Customer Support Office (CSO) and training facility in Washington, D.C.

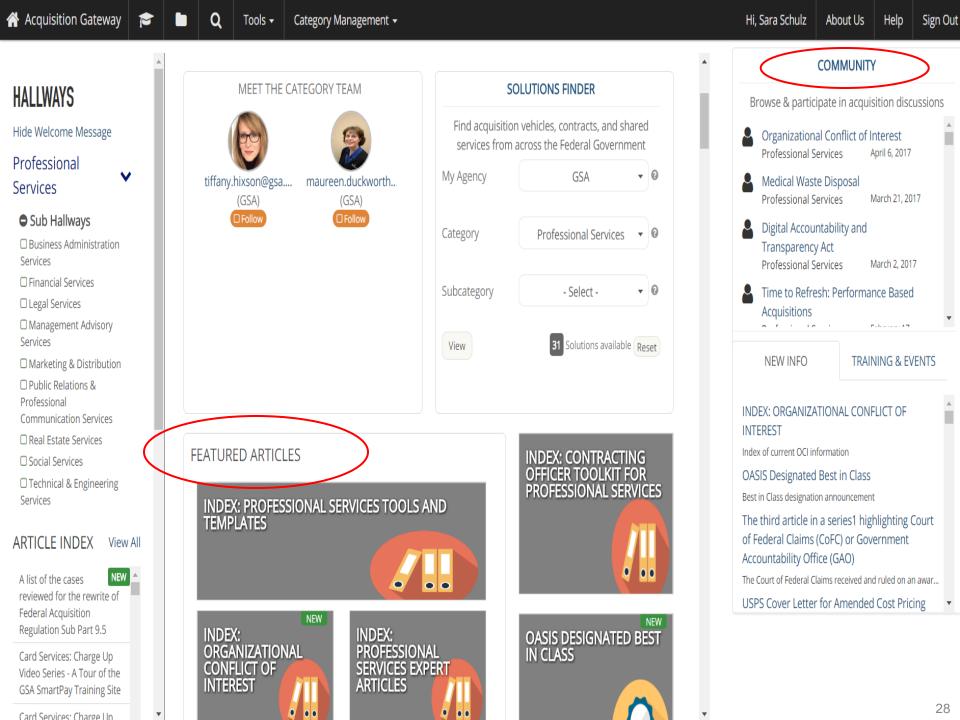
Unless otherwise specified or required due to situations such as Continuity of Operations Plan (COOP), the work shall be performed at the New Orleans facilities. During a COOP event, the ■ INFO

### **Welcome**

GSA's eBuy-Open, is a web platform that provides access to all electronic Requests for Quote (RFQ) /Proposal (RFP) submitted through the GSA eBuy system from FY14 forward. A variety of data filtering, formatting and reporting features are available to analyze the data. Click here for more information.

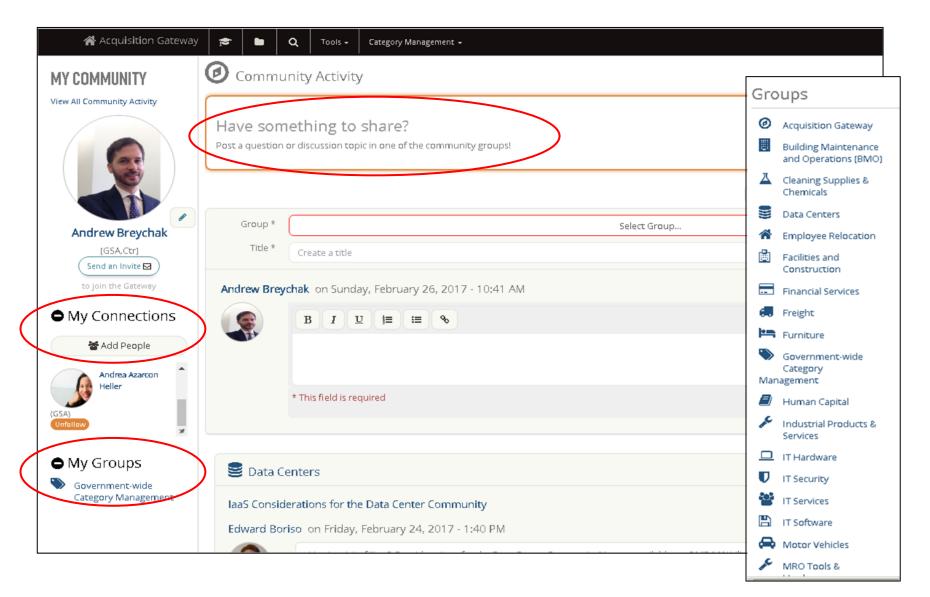


RFQ DATA									Expor
	Page 7 all 1,673 RFQs)								
	RFQID▶	<b>∢</b> BuyerAgency <b>▶</b>	∢IssueDate ▶	<b>∢CloseDate ▶</b>	(Title)	∢ SIN ▶	Schedule ▶	←AttachmentCount ▶	• Status
Expand	RFQ1187291	Department of the Navy	2017-04-19	2017-04-24	7109-LP08	382 3	00CORP	3	Active
Expand	RFQ1187195	Department of the Navy	2017-04-19	2017-04-28	Ethical Hacking Training Services	874 4	00CORP	1	Active
Expand	RFQ1186969	Department of the Treasury	2017-04-18	2017-04-24	SOFT SKILLS, PROFESSIONAL DEVELOP	874 4	00CORP	2	Active
Expand	RFQ1186689	Department of the Air Force	2017-04-18	2017-05-31	Training Manikins	426 4F, 874 9	84, 00CORP	1	Active
Expand	RFQ1184523	Office of Personnel Management	2017-04-18	2017-04-21	Sign Language Services - MSAC	382 5	00CORP	2	Active
Expand	RFQ1186637	Department of the Navy	2017-04-17	2017-05-01	DAU Equivalent Trainings onsite N	874 8	00CORP	2	Active
Expand	RFQ1186574	Department of Veterans Affairs	2017-04-17	2017-04-21	Respiratory Protection Training &	899 3	00CORP	1	Active
Expand	RFQ1186564	Department of the Navy	2017-04-17	2017-04-20	Language Training Persian Farsi	382 3	00CORP	1	Active
Expand	RFQ1186474	Department of the Treasury	2017-04-17	2017-04-21	Computer Skills Training	874 4	00CORP	2	Active
Expand	RFQ1186189	Department of Veterans	2017-04-14	2017-04-20	GI Simulator with Training	874 9	00CORP	1	Active 27



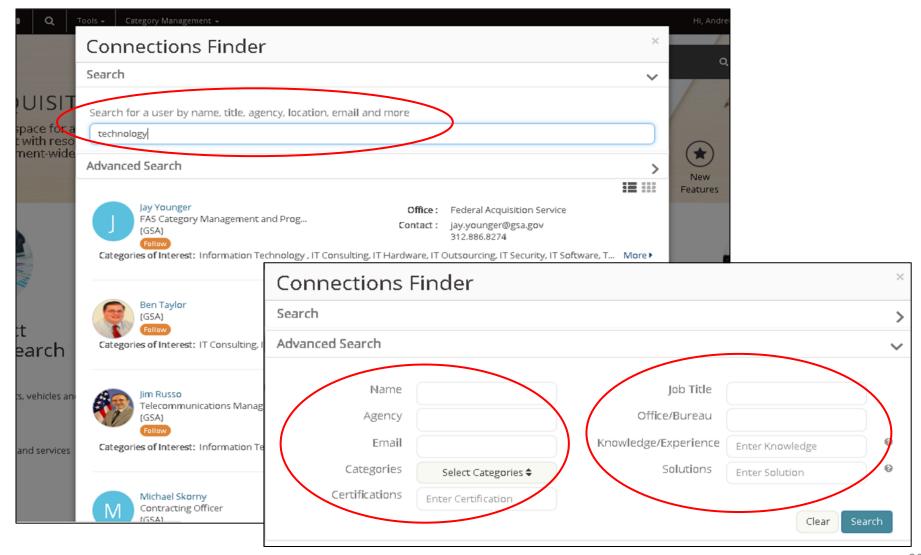


# Join the Community: **Community Discussions**



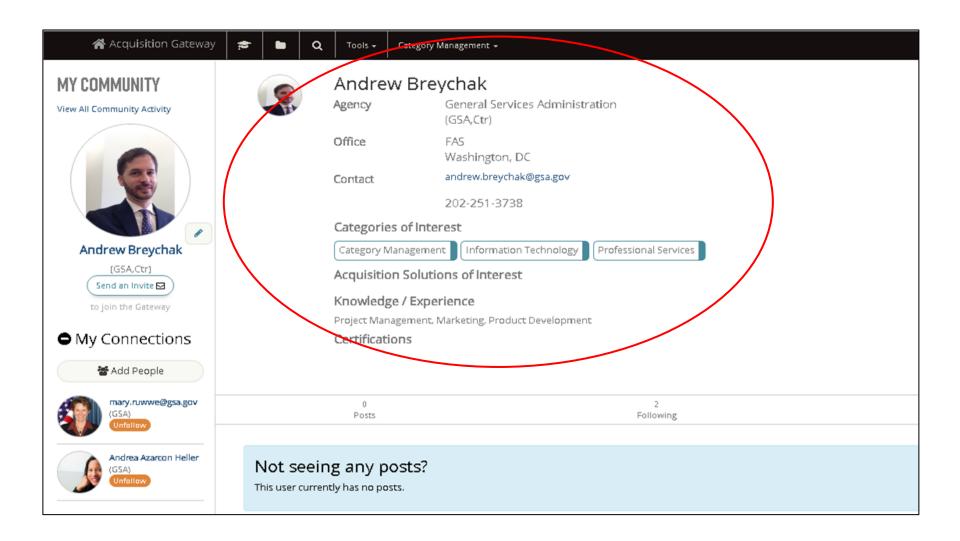


# Join the Community: Connections Finder





# Join the Community: Connections Finder





### Acquisition Gateway is a growing community

### Nearly 12,000 registered professionals and growing...

# **Bulk Buying Laptops and Desktops Makes Federal Dollars Go Further**

"The bulk buying event offered an average of 15.6 % savings from previous ceiling. According to U.S. Holocaust Memorial Museum Director of Procurement James T. Brady, the new pricing allowed the museum to buy an extra 25 laptops and 30 desktop computers — a savings against the old pricing of \$74,345."

Send us your success stories: hallways\_site\_manager@gsa.gov

#### **HHS CIO BPAs**

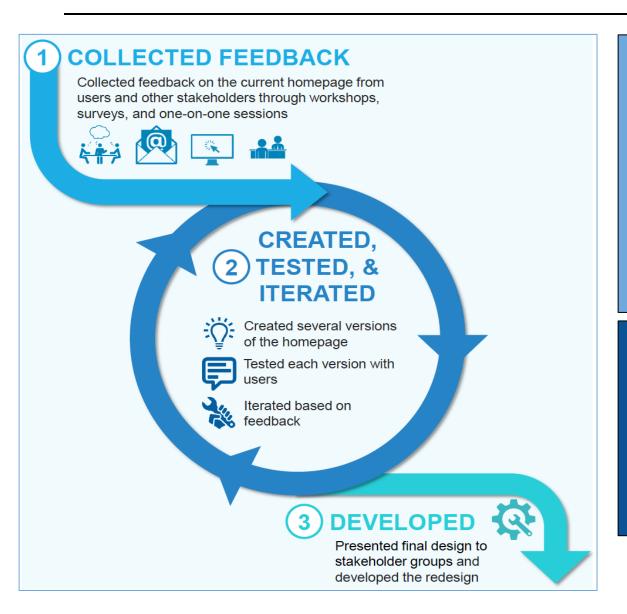
The HHS Vendor Management Office contacted the Gateway team. It has nine (9) BPAs it wants to make the HHS workforce aware of and wanted to publicize them via Solutions Finder.

FHFA Saves Over 20% and Cuts Administrative Lead Time By Over 50% with BMO Contract

Using BMO, FHFA cut procurement administrative lead time (PALT) by over 50% by avoiding an open-market buy and separate justifications, and saved over 20% compared to their IGCE.



# How the Gateway is developed...



### **Agile SCRUM**

The data and tools are constantly evolving based on your feedback!

Every 2 weeks new updates are published to the Gateway.

The Acquisition Gateway homepage redesign is a great example of how your feedback and human-centered design approach builds value



### On demand help...

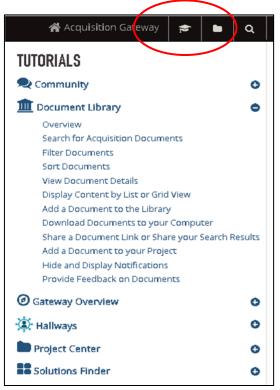
### hallways site manager@gsa.gov

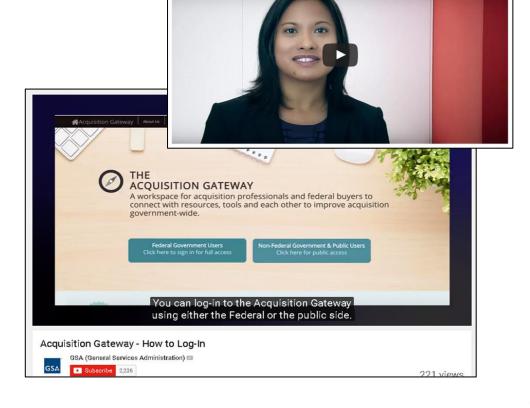
Answered by the National Customer Service Center and escalated as required

Video overview of the Acquisition Gateway

Help with login (video with instructions)

Self-serve tutorials for apps





The Acquisition Gateway: What Is It?



### Future state: what is coming in the Gateway....

### Hallway and Community Redesign

 Submit ideas & feedback using the "Give Feedback" button on the bottom of the homepage. Drawings & wireframes are encouraged! hallways\_contribute@gsa.gov

### Keyword Search

- You'll be able to search through documents and receive top results
- \*This is separate from tag search
- Best In Class (BIC) already here!
  - Sort by BIC in Solutions Finder and BIC will default to the top
- Project Center already here!
  - A "My Work" section that contains all the milestones and tasks assigned to you



# **Acquisition Gateway Ambassadors Network**

The Acquisition Gateway Ambassador Network is a Change Agent Network developed to expedite the government's transition to category management. Change agents will support transformation at their agencies.



### Please contact Craig.Chavez@gsa.gov

#### Value:

Gateway Ambassadors build and sustain the momentum of change efforts by disseminating messaging, providing feedback on change activities, and reducing stakeholder fears and resistance to the change.

#### **Time Commitment:**

One single hour-long meeting per month 2-4 hours of direct assistance with communication development and delivery, research, and feedback collection.

#### **Gateway Ambassadors' Primary Functions**

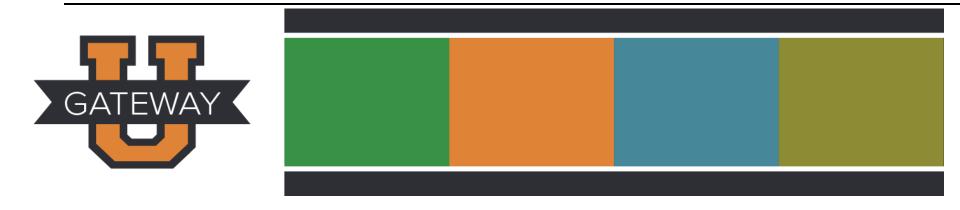
- Disseminating messages through local communication channels
- Sharing feedback with FAS to enhance and improve both category management change management efforts and Acquisition Gateway adoption efforts
- Addressing the concerns of their local workforce

#### **Ideal Gateway Ambassador Characteristics**

- Respected and admired among peers
- Relatable and regarded as confidants
- Willing to donate time and resources to the category management initiative
- Typically middle-management and below, as this fosters trust from the workforce
- Representatives from across the organization



### Acquisition Gateway University Spring Session



When? April 24th - May 5th (10 one-hour sessions, over 2 weeks)

What is it? Daily webinars, one hour in length, focused on a variety of acquisition topics. Each session offers 1 Continuous Learning Point.

What classes are being offered? A deep dive into the IT Category; the Acquisition Lifecycle; Real Contracting Officers / Real Project Managers of the Federal Government; Human Centered Design and more!

**How do I register?** - Register here!.



### Where do we go from here...

- 1. Log in and explore at <a href="https://hallways.cap.gsa.gov">https://hallways.cap.gsa.gov</a>
- 2. Connect and contribute ideas, join conversations, and share best practice samples and templates
- 3. Share it with your acquisition co-workers
- 4. Join usability testing to help drive new features

We are listening! Please email hallways\_site\_manager@gsa.gov



# **Questions?**